



Insider London Educational Tour Overview

London Finance Walking Tour Overview:

The London Finance Walking Tour meets outside St Paul's Underground Station in the historic Panyer Alley. Over this two-hour walking tour the origins of London's financial centre and indeed the world's first Stock Exchange will be discovered.

Among other events which are discussed along the tour are the 17th century coffee houses plus the City's ancient and unusual governance which played a massive part in the birth of the Stock Exchange. Our Insider London guide will take you around an area known as "The City" which is a city within the city of London. Here you will see such sites as the London Stock Exchange, Guildhall, the Bank of England, Lloyds of London, Rothschild's and many more. The tour will finish outside the world's oldest insurance broker, Willis, a short walk from Bank and Liverpool Street Stations.

The present and future for London as a global financial centre and the competition it faces from other major cities, such as New York, Hong Kong and Singapore, will also be discussed along the way; making the tour more relevant to current and topical world affairs.



Silicon Roundabout and Tech City Tour Overview:

This is a two-hour walking tour, which begins at Shoreditch Grind outside of Old Street Station. This informative tour covers the areas ecosystem- its past, its present and its future. The group will first learn about the origins of Silicon Roundabout and Tech City, from a grimy roundabout to the third largest tech start-up cluster after New York City and San Francisco. Using inspiring examples of start-up tech company successes, at this point the life of a start-up will be dissected beginning with its foundations in a small co-working space. Covering important points such as finding staff, winning investment, to the advantages and disadvantages of growing both in regards to staff and floorspace.

In today's world it is easier than ever to work from home but the advantage for businesses to be within walking distance of each other can not be underestimated, the success of Silicon Roundabout is proof of this philosophy. Walking through the vibrant area of Shoreditch, the tour will end at Google Campus on Bonhill Street, a short walk from Moorgate and Old Street Stations.

Within the tour, there will be a visit to a community-driven co-working space where their team will explain their mission on serving the community as opposed to the incubator programmes set up by large companies. Depending on the size of the group, the tour will finish inside Google Campus to allow for a sneak peak into the shared working space and cafe where many entrepreneurs first start out.



Modern Architecture Tour Overview:

Insider London's Modern Architecture Tour is perfect for exploring the city's architectural wonders whilst getting the inside story on some of London's most iconic developments.

Beginning at Southwark Tube Station (a modern architecture feature in its own right) the tour will head through Southwark towards the Thames and the City of London. Over this 3.5-hour walking tour the 'Starchitects' and their London creations will be discovered as well as the history of their neighbouring sites.

London is filled with centuries-old breathtaking architecture which, regardless of their stature, often raises obstacles for developers and architects. Learn how some buildings have had to be changed due to such hindrances and difficulties. Learn how firms managed to create groundbreaking designs whilst being sympathetic to the heritage that surrounds them.

The capital's rich history and the quirky unusual features of London's most innovative buildings make for an enjoyable and informative walk. At some point during this walk we will take a short break to rest for a coffee or tea (price not included in ticket). The tour will then continue and travel deeper into the oldest parts of London which boasts some of its newest buildings. Finishing within an exciting cluster of development just a short walk from Bank and Liverpool Street Stations.



Sustainable Architecture Tour Overview:

An Insider London Green Tour* - the Sustainable Architecture Walking Tour - takes an in-depth look at the environmentally-friendly and ground-breaking buildings that today are shaping London's landscape.

Meeting outside the sustainably-conscience Andaz Hotel, beside Liverpool Street Station, this two-hour walking tour through the City. Taking us over the Thames we will uncover London's Greenest skyscrapers, structures and spaces plus many other architecture delights, this will include the world's first building with integrated turbines to a five-storey carbon neutral development, plus over 15 different approaches to sustainable building will be revealed along the way showing how architects and designers are putting green measures into their design and practice. Hear the successes of some of the most inspiring Green architectural ventures in London as well as the measures taken by the city's older iconic sites to become more sustainable. Discover the latest skyscrapers to grace the city's skyline and finish near London's famous Tower Bridge, outside the building that scored the impressive and highly sought-after BREEAM 'Outstanding' rating.

*Insider London is working with Amelia Womack, Deputy Leader of The Green Party, to promote Green awareness; all Green-based tours can be arranged with Ms. Womack dependent upon availability.



Cutting-Edge Green Tour Overview:

Another Green Tour* from Insider London, the Cutting-Edge Green Tour brings to light London's most environmentally responsible and socially savvy retailers, hotels, developments and communities.

This two-hour walking tour begins outside the Dominion Theatre located just opposite Tottenham Court Road Tube Station. It then moves its way towards Covent Garden, an area not just known for its touristy haunts but also for its businesses and communities taking a Green initiative. Hear what inspired them to put their operations on a Greener, more sustainable footing and the challenges they continually face.

Weaving through streets steeped in history and passing by an attempted sustainable streetlamp left over by the Victorians, the tour will cover the numerous ways this rather old part of town is creating a more sustainable future. Enjoy London's newest and oldest iconic landmarks and the vibrant free-flowing business community that has been going strong for almost fifty years. The tour will finish in the vibrant area of the South Bank near Oxo tower.

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West End Retail Design Tour Overview:

Insider London's West End Retail Design Tour visits beautiful and unusual hand-picked retail spaces making it the ultimate master-class in shopping, store design and visual merchandising.

Over two-hours visit some of the most inspiring and individual shops in the West End whilst discussing their marketing strategies and positions. From sleek high-tech futuristic spaces to lavish lovingly hand-crafted places, whilst also having time to visit over a dozen of London's most stunning shops and eateries. Today it is harder than ever for stores, both big and small, to get people through the door with online shopping being ever more appealing in terms of accessibility and comfort. As a result shops are having to go above and beyond to hopefully entice their customers through the door this includes using innovative technology and interactive displays to thrill all senses. Hear how burgeoning businesses grew brilliant brands the challenges they faced and the constant battle to stay ahead of 'faceless' chain stores.

Traditionally the tour begins in Piccadilly Circus and ends near Green Park Station but may be re-routed as needed. An exclusive and complimentary tour and talk from the team of Audi or Lomography Gallery can be arranged , however this is subject to their availability.



East End Retail Design Tour Overview:

The East End of London is a characterful hotspot of design, fashion and art. Over this two-hour walking tour discover what this exciting area has to offer. You will see delectable visual stimulants in the independent shops you will experience the colourful graffiti which offers a vastly different experience to the West End version of this popular tour. There are shops that hint to the area's fascinating past as well as others testing the waters in the latest shop design and advertising.

Beginning near Liverpool Street Station the tour will unravel the history of the East End which plays a crucial role in why this area attracts the latest trendsetters in design, fashion and art. See why design agencies have chosen to base themselves in this creative part of town and learn about the home-grown businesses that can trace their roots here. At the same time be drawn in yourself to the vibrant scene in the East End. Discover how this area's particular characteristics affect their marketing strategy and why some companies have commissioned the area's street artists for advertisements. Finishing near Shoreditch High Street Station this two-hour walking tour is inspiring, invigorating and will hopefully fuel your enthusiasm for your own work.



Southwark Literary Tour Overview:

Insider London is happy to present the latest in walking tours specifically programmed for educational groups - The London Literary Loop.

Students and tourists travel from afar to walk in the footsteps of the great literary scholars such as Charles Dickens and William Shakespeare. London's streets had a direct impact on the lives and works of such writers and often served as the backdrop to many a written scenes, for example it served as the starting point for those setting off on pilgrimage in Geoffrey Chaucer's *The Canterbury Tales*. The area chosen for this particular walk is Southwark which lies just south of the Thames and the City of London. Here streets are named after famous Dickensian characters. Actors of the Globe Theatre still roam around this famous area today.

Beginning at Borough High Street Station, the tour will travel through an area steeped in history from the Romans to the seedier Southwark Stews, whilst passing the sites and streets that were once known by many scholars in English literature.

Traditionally, Borough High Street Station serves as both the starting and finishing point for this tour, however it may be rerouted upon request. This tour covers the general history of Southwark and the impact it had on the literary greats. The London Literary Loop is suitable for A-level English Literature students studying Dickens and Shakespeare.



London Underground and Tube Tour Overview:

Travel across 150+ years of history in just two-hours aboard this awesome London Underground and Tube Tour. Starting at one of London's earliest underground stations and finishing at one of the most futuristic, hear the captivating twists and turns of the Tube's history on this fun and informative walking tour.

Starting with the Tube's origins as the world's first subterranean railway, a vast array of topics will be covered whilst travelling along the system. Hear about the construction behind both the cut-and-cover and deep-level tubes, from being dug by hand to the use of the Greathead shield; learn about the evolution of the design of the Underground and its undeniable iconic success from the map to the upholstered seats. This tour can cover all corners of interests from engineering to design to the social history of the city which was directly impacted and altered due to the construction of the world's first subterranean railway. Slow down from the daily commute to absorb the fascinating history of this network which keeps London's heart beating.



London Street Art Tour Overview:

One of Insider London's most popular tours, the London Street Art Tour will have you looking around every nook and cranny in London's largest gallery – its streets – whilst learning about the evolution from graffiti to high art.

Beginning in the heart of Shoreditch outside Shoreditch High Street Station. Walk through the streets of this vibrant and colourful side of London. Over two-hours learn about the difference between Street Art and Graffiti and the rise of the artform in the East End. From enthusiastic locals to world-renown artists, Their work can be seen on walls, streets, lamp posts, shops, and just about anything else that can be used as a canvas. Visit quirky places and see historical relics that will most likely keep you hovering around the area long after the tour has finished. This is a walking tour that will not only be enjoyable to all but also shed light on a rapidly growing area that is bordered by the start-ups of Silicon Roundabout and the City of London's financial district. Walk away with a better understanding of pop art, the impact the art has had on the community and see work in a vast range of mediums from full-scale wall murals to installations and sculpture.



In-Depth Business Visits and Tours Overview:

Alongside New York London is home to the most powerful and influential companies in the world. Insider London's in-depth educational business meetings and tours are a perfect way to discover how entrepreneurs and innovators not only established their business, but also how they are transforming the way business is being carried out within the capital.

This is a fantastic opportunity for businesses and students studying economics to understand the unique characteristics that make up a thriving business model, learn about the founders motivations and hear about their plans for the future.

For corporate groups and entrepreneurs we provide a rare opportunity to get behind the scenes and connect with people making their mark. As well as being a great networking opportunity these visits can aide the discovery of new ways of thinking, covering disruptive business models and ground-breaking approaches to manufacturing. Hear from the people who have done it before and learn how to repeat their successes and lean how to avoid their mistakes.

